



VOL. XXXIX, No. 47—

Strathmore, Alberta, Sept. 16, 1948 Subscription per Annum \$2.50 — Foreign \$3.00

Organize NCO School for Local Cadet Group

A school for cadet officers and non-commissioned officers is being conducted for the Strathmore Cadet Corps this week to fill vacancies. With the end of school last summer, nearly all of the cadet non-coms and officers graduated or moved on, and the school is left this year with only one left.

To offset the gap, and to get the corps off to a good start, it was arranged to conduct a school for candidates, and Sgt. Worlora, of the Lord Strathcona Horse, is in charge. Classes are being conducted at noon, after four o'clock, and after supper, and attendance is reported to be excellent. The boys are quite enthusiastic about the course and have made a considerable effort to be present at nearly all sessions. Attendance is voluntary.

Material covered in the course is based essentially on the Manual of Elementary Drill, covering foot drill, and small arms in the main.

The course continues until Saturday, and it is likely that vacancies will then be filled by candidates who have made the best showing during the course.

Young People's Start Season with Corn Roast

Over thirty members of the Senior Young People's together with their friends gathered in the vicinity of the Elwood ditch-riders house on Sunday evening following church services, for a corn roast. Marking the start of the fall season, the evening was quite a successful affair, with a good deal of enthusiasm displayed towards the program ahead.

A hearty sing-song was enjoyed by the group for some time, following which everyone enjoyed several ears of new corn, with coffee and marshmallows following.

It was arranged that officers for the year should be elected at the next meeting, which will be held in two weeks time at the Garrett home. President of the group the past year was Mr. Roland Hanson.

Standard Pair Wed In Lutheran Church

The Standard Lutheran Church was the setting of a pretty wedding on Saturday Sept. 4 at 4:15 p.m. when Audrey Beatrice, second daughter of Mr. and Mrs. Henry Dankworth of Standard was united in marriage to Andrew Kennedy, son of Mrs. Kennedy of Drumheller. Rev. Jorgensen performed the ceremony. The church was decorated with lovely bouquets of gladioli.

Mrs. Vernon Larsen played the wedding march as the bride escorted by her father came down the aisle. She was gowned in white sheer embroidered nylon with long sleeves and a full skirt and wore a floor length veil which fell from a Queen Anne headress. She carried a sheaf of pink gladioli. Miss Beatrice Lowery of Drumheller was bridesmaid and wore a gown of blue mesh fashioned with a full skirt. She carried a bouquet of gladioli. Little Marlene Binkler of Minot, niece of the bride, was a very winsome flower girl in a floor-length gown of blue nylon. Mr. Peter Dankworth, brother of the bride, was best man and Mr. Allen Robertson and Mr. Walter Barabush of Gleichen were the ushers. During the signing of the register Mrs. E. Envidson sang "I Love You Truly". An open house reception was held at the home of the bride's parents. After a short honeymoon Mr. and Mrs. Kennedy will be at home to their friends at Drumheller.

On Thursday afternoon Sept. 2, the K.P. hall was the scene of a shower for one of our local girls, Miss Audrey Dankworth who is a bride-elect of September 2. The tables were decorated with many lovely bouquets of summer flowers. Mrs. Geo. Collins was mistress of ceremonies and Mrs. Ole Strandgaard gave the tribute to the bride. After a short program a delicious lunch was served. The many gifts were then presented to the bride. Audrey thanked her friends for the gifts and

Carseland Notes

By H.A.C.

We are sorry to hear that Little A'an Bishop has been confined to bed with Rheumatic Fever for the past two weeks. However, he is getting up and around again now.

Mrs. Campbell has been visiting her son Alfred and his wife at Buffalo.

Miss Oliver, Mrs. George Way and Mr. and Mrs. R. Way, all of Calgary, were guests of Mr. and Mrs. H. Way over Labour Day.

Mrs. Melendy Sr. of Calgary is visiting at the farm of her son, W. Melendy.

Marquette Henry of Moosehead who is training in the Lethbridge Hospital, spent part of her holidays with Mrs. M. Hansen.

Mr. Lawrence Ganaham of Regina visited Mr. and Mrs. D. McKinnon enroute from Calgary to Regina.

Mrs. G. A. Hayne celebrated her 80th birthday at a party in her home on Saturday, Sept. 11. There were fifteen guests.

Mr. and Mrs. Jack Cole and son Bobby spent Labour Day week-end with Mr. and Mrs. O. Sterna and Mr. and Mrs. C. E. Cole.

Mrs. W. Zelznik and Gladys spent last Thursday and Friday visiting in Medicine Hat.

Nightingale Showers Newlywed Couple

There was a jolly party at the hall last Friday night when the many friends of Mr. and Mrs. Ted Joel gathered there to shower the newlyweds. Leonard Edgar's orchestra supplied the music for a lively dance. Pink and white streamers decorated the hall and beautiful garden flowers covered the table. During the supper hour the table was covered with many lovely gifts and Ted and Elaine were seated in the place of honor. Mr. F. H. Harriman made the presentation and both expressed their thanks for the party and the gifts. As usual everyone sang "For They Are Jolly Good Fellows". The fun lasted to an early hour and once more two of our younger folks are setting out to build a new home. Ted and Elaine are both well known having lived in this vicinity all their lives. They will make their home in Calgary and all wish for them every happiness.

There will be a big dance at the hall next Friday.

Mr. and Mrs. Hendricks and Mr. and Mrs. Chris Collins were Calgary visitors last week.

The lovely social afternoon and invited any of them who came to Drumheller to visit her.

Last Monday evening at the K.P. Hall the members of the Canadian Legion and their wives gathered to honor Mr. and Mrs. Carl Tannas who are leaving Standard to reside at Rockyford. The evening was spent in dancing and lunch was served at midnight. On behalf of those present Mr. Ed Westergaard presented Mr. and Mrs. Tannas with an electric clock and expressed regret at their leaving this community.

Ian MacKenzie Tells Legion about "North II"

A brief account of the trip taken by a large number of officers and men of Western Command along the Alaska Highway recently, was given by Ian MacKenzie, president of the Strathmore Branch, to members of the Legion at their meeting on Tuesday evening. The exercise, "North II", was made to familiarize personnel of the active and reserve forces with the terrain in the north country, and to test certain types of equipment.

Mr. MacKenzie told the group that he was certainly glad to have made the trip, but that he would not at all recommend it as a holiday trip. There is nothing but miles and miles of trees to look at, Mr. MacKenzie said, with only here and there a break in the forest. The road is good at reasonable speeds, he re-

lated, but very hard on tires at high speeds. Various problems were posed the groups each day as they went along, and discussions were held in the evening, to pick apart the solutions.

Visitors at the meeting included Mr. Austin Derbyshire, who is employed locally, and Mr. Ed Fulton of Brockville, Ontario.

It was agreed that when the armed forces recruiting unit arrives in town, the hall should be available to them.

Arrangements for a district rally with other towns in the Bow Valley area were discussed, and it was agreed to ask for postponement to a later date.

Mr. Bill Woodliffe reported on the financial arrangements in connection with the annual picnic and the

Wills Panchuk Rites Held in Strathmore

A very quiet double ring ceremony was solemnized in the United Church, Strathmore, early Sunday morning, September 12th when the Rev. A. A. Hamilton united in marriage Mrs. Alexandra Wills of Swallowell and Mr. Fred Panchuk of Rosedale. The bride was becomingly dressed in a navy blue tailored suit with white accessories. Her corsage was of sweetheart rose buds, and she carried a small Bible. Her only jewellery was a double strand of pearls, the gift of her groom. Following the ceremony, a few friends gathered at the home of Mrs. H. Sharran of Ardeneau to toast the bride couple. Later the bride and groom motored to Rosedale where a reception was held in their honor. After a short honeymoon spent in Banff, Mr. and Mrs. Fred Panchuk will reside in Rosedale.

Corporal Amy Moves From Gleichen

Cpl. F. L. Amy, an R.C.M.P. veteran of 17 years, has been transferred from the Gleichen detachment, where he has served for six years, to the Drumheller detachment. It was announced Wednesday by the Calgary, R.C.M.P. Sub-Division office. Talking over the Gleichen detachment is Cpl. R. N. Yates, who is moving from Drumheller. Cpl. Yates also has 17 years' service with the force.

John McIntosh, who has been on the staff of the Canadian Bank of Commerce for the past 1½ years, left Thursday with his wife and family for Clear-holm to work in the bank's branch there. Mr. Morgan (Cl) McIntosh will take his place here.

The United Church choir is being reorganized after the holidays. Practice will be every Wednesday night.

Mrs. Robinson Dies Over Weekend

Funeral services were held on Monday afternoon from St. Michael's Church, Strathmore, for the late Mrs. Mary Robinson, who passed away on Friday. Mrs. Robinson had been in ill health for many months, and was being taken to Calgary for treatment when she passed. She was 77.

For some years past she had made her home with her son, Mr. Fred Wilkinson, who survives her, and his family. She and her husband came to live in Strathmore many years ago, where they lived until he passed on.

Services were conducted by the Rev. Douglas A. Ford and burial was in Strathmore Cemetery. Pall bearers were Messrs. N. Woldum, P. Wright, H. Poisson, L. Roberts, F. Thurston, and W. Eldon.

Saturday night hops. Following the meeting, he arranged a few games of bingo.

Obituary

Graveside services for little Ronald Garry Fawkes, aged 2, were held on Tuesday, September 14, at 2 p.m. Rev. A. A. Hamilton officiating. McIntosh and Halloway were in charge.

Berryvale W.I.

The Berryvale W.I. held its meeting last week at the home of Mrs. D. Osborne on September 9, with ten members and one visitor present. A quantity of print material was distributed among the members to be made into aprons for the bazaar coming up. A handkerchief sale, together with some apples donated by Mrs. Wray, netted the sum of \$2.75, with Mrs. L. Wise a very efficient auctioneer.

The next meeting will be held at the home of Mrs. L. Morton on September 23, when there will be a prize for the best piece of patching or darning.

Combine at Standard Breaks Farmers Arm

by Mrs. R. G.

Mr. Tommy Envidson met with a painful accident while rearing his combine on Thursday. His sleeve was caught up breaking his wrist and taking the ends off two fingers. He was taken to the hospital in Calgary.

Hughie Stickle won a wrist watch as second prize in the "Soap Box" Derby on Labour Day.

In the Model T Races Gordon Rasmussen came 3rd. Tommy Fraser had the misfortune to break in axle and didn't score a winning.

School days began again with a full staff of teachers. Mr. Norman Bragg principal, Mrs. Roy Sorenson Intermediate class, Miss Nori Junior room and Miss M. Pachet the primary room.

EDITORIAL COMMENT

The Strathmore Standard, established in 1909, a member of the Canadian Weekly Newspapers Association is published Thursdays at the Standard office, Strathmore, by Charles A. MacLean, Editor and Publisher. Subscription price, \$2.50 per year in Canada; \$3.00 per year outside Canada.

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THOSE PESKY APHIDS!

Aphids are all the rage again. And if you're like most people you're raging even if you don't know what an aphid is. There are myriad swarms of them in the air these days, little flying insects that get in your eyes, nose, hair and clothes.

Some people call them "Nosecums", we've heard, and except in direct light, they tend to be that way. They're small enough not to attract attention, normally, but there are such swarms of them this year, that they are attracting the attention of nearly everyone.

We don't know whether official records would list them as more numerous this year than usual or not, but most of our acquaintances seem to feel that they did not use to be such a problem. It raises a question several people have been asking: why are they worse?

More than one commentator is wondering if the increased use of insecticides on the farms may have something to do with the problem. They look at it this way — something used to keep the aphids trimmed down to size, and that something now seems to be lacking. Their best solution is that the something has been cut out of the picture by DDT and such other insect killers, while the aphid remains more or less immune to the poison.

It may be that the experimental stations could offer some kind of information to farmers on the long range advantages of these killing agents. Nature always used to do pretty well with the balance of things until man came along to upset things, and it may be that this is only one more instance of man's upsetting ways. On the other hand, it may be that something else could be found to destroy the aphids.

Nature manages fairly well to maintain balance in the scheme of things, as illustrated so aptly in the words of the poet, (misquoted but with more effect):

"Big fleas have little fleas
That prey on 'em and bite 'em;
And little fleas have lesser fleas,
And so ad infinitum."

§ §

A TAX ON LIVING

The recent Court of Revision held following the new assessment of the town brought to light an unfair item in the basis of assessment of business houses, when two appeals were lodged.

It is in the matter of assessing machinery in a building, which is used for the conductance of the business. Such a taxation basis, we feel, is quite unfair because it is not a uniform tax, and the

complaints were quite sound, though under the existing laws, they could not be sustained.

Why should one business man be taxed because the nature of his business entails the use of machinery, while another business man not requiring machinery gets off scot free. It is conceivable, for instance, that a garage operator and an insurance man might do about the same gross business. Yet the garage operator must maintain a much larger premises than the latter, who needs only an office, and pays taxes in proportion. Why, then, add a tax to the one because he requires machinery in his business.

The unfairness can be seen clearly when a landlord is taxed for machinery installed by his tenant, machinery over which he has no control.

This assessment principle becomes a tax on earning a living. But it is not as fair as the income tax, because it does not apply to all. When the carpenter is taxed for his tools, and the doctor for his instruments, then it might be on a more fair basis. But we think they will object to the principle also.

And will it come to the stage where the grocer must pay a tax on the goods he has on his shelves? We hope that steps are taken to correct this situation before this comes to pass.

§ §

CONVENTION TIME

The Fall seems to be a good time for conventions. Maybe it's because it seems to start another year off..... school is starting, holidays are over, mostly..... and there is a year ahead to plan and work before the summer break comes round again. And the start of the year is a good time for another convention.

One reason for conventions, of course, is the meeting of old friends and the making of new ones. Another reason, probably is just to make a break in routine. But a much more important one is to more or less get a mental jab in the ribs.

Generally speaking, there is something to learn at a convention that is new, or something that is old, and forgotten. There is also the mental stimulus which helps to keep us from getting in a rut in our thinking. This is particularly true in the case of those of us living in rural centres, where all too often we would tend to become "orphans" were it not for the odd convention.

Then too, there are the new ideas in any trade or profession to pick up. They help to keep abreast of the times and the trends. And the discussions that give an opportunity to sort out and straighten out your own thinking.

All of which reasons are why we are leaving tonight for the convention of Canadian Weekly Newspapers, which opens next Monday at Niagara. We'll be gone for one full issue of the paper, and we do hope that we'll be missed at least a little. But we hope, too, that it won't all be "time-off" — that a good deal of it will produce new notions, new techniques, and better qualifications to turn out a weekly paper which will help advance the interests of the whole Bow Valley. There are lots of things we don't know; we'd like to think there won't be so many of 'em when we come home.

In Others' Words

"Am I In America?"

When Henry Wallace, third party candidate for the presidency of the United States, was pelted with eggs and tomatoes during his recent tour of North Carolina, he is quoted as asking: "Am I in America?"

At the party's state convention in Durham he said that noisy picketers set off a wild scuffle, eggs were thrown, firecrackers and stink bombs exploded and a National Guardsman fired in the air. Mr. Wallace insisted on a police escort and entered the hall behind a Guadalupe with a drawn pistol. Showers of eggs greeted Mr. Wallace at other points on the hustings and he spoke only under great difficulty.

Now Henry Wallace's name is being freely linked with Communism, Moscow and Soviet intrigue. That he is unpopular with many people is obvious but one finds oneself asking the question: what about free speech? or, what about his right to put it: "Am I in America?" It is one thing to disagree in principle, it is quite another thing to forcibly suppress public expression, and howl down a speaker and pelt him with eggs. It is wholly opposed to democracy and that freedom of speech principle which went into Mr. Churchill's and Mr. Roosevelt's Four Freedoms.

It was gratifying to note that President Truman came forward promptly and condemned such tactics as un-American.

ties as un-American.

In Canada heckling of speakers during the heat of an election campaign is quite a general practice. It is expected, some seasoned campaigners insist, that they enjoy it. But such interludes are usually seasoned by good nature, not rancor; the exchange lends spice to a meeting in fact. And soon the speaker is away again on the general trend of his address.

That's heckling and the sporting instincts in it of us enjoy it. But when organized gangs break up a meeting and attack a speaker in the free expression of his views, that is lawlessness. And we are convinced the great body of American opinion looks at it in that light.

Freedom of speech is one of the principles for which men fought and died in two world wars. Any tendency to violence—and we have had evidences of such a spirit in Canada—is dangerous and weakens the position of the democracies in other parts of the world. It is folly to talk freedom, and then set about to suppress it.

Speaking of Mr. Wallace and his hot reception in the south, a resident of an intermountain state is quoted as making this remark: "I don't like Wallace but if they keep throwing rotten eggs at him I'm afraid I'll have to vote for him."

—Lethbridge Herald.

The Tenth Province

After the holding of two plebiscites, a majority of the inhabitants of Newfoundland have decided that they want to become Canadians. There is a substantial minority that voted against Confederation, but, as one Ottawa correspondent naively put it "if the City of St. John itself is excluded, the vote is overwhelmingly in favor." The quoted words have the ring of the bureaucratic type of mind that dominates Ottawa's policies and it would not be surprising to learn that they came from an unofficial statement of someone close to the higher ranks of the Government.

The implication is that, once a majority has expressed its opinion on the matter, how large it may be, is completely disregarded. There is the further implication that the opinion of residents of a city must be discounted, because, according to the sentimental school of politics, farmers, fishermen, lumberjacks and other outdoor workers are great reservoirs of natural wisdom that are not available to the indoor city worker.

At the time when the protection of "natural rights" was one of the principles of liberalism, the Newfoundland vote would not have been

considered a firm foundation for the erection of a tenth Canadian province. Canadian statesmen of an older generation might have felt that opinion in St. John's was worthy of serious consideration because residents there, presumably more closely in touch with Canadian affairs than other Newfoundlanders, had weighed the advantages of the baby bonus and other inducements offered by Canada against the cost of these, and decided that the scales dropped to the anti-Confederation side. (Older Canadian statesmen might also have respected the opinion of those Newfoundlanders who preferred a government of their own in integration with Canada, even if the balance of material advantage were on the side of the latter course.)

There is also some reason to ask why a plebiscite on the question was not held in Canada. It is not certain that a majority of Canadians want to take over the responsibilities of a tenth province, in which it has been shown that a large number of prospective Canadians will be lukewarm or antagonistic towards the status that has been forced upon them.

—The Printed Word.

Difficult To Handle

(From County Life In B.C.)
Dr. F. B. Reynolds, former principal of the Ontario Agricultural College, Guelph, Ontario, and the esteemed editor of "The Ontario Farmer" does not mix words when dealing with the new world threat. He says—

A new power is now seeking world domination, though she has not the candor to say so. She is masking as a friend of democracy, as a champion of the common man, in the government of the proletariat.

"Nearly fifty years ago Kipling wrote this character sketch. Let it be clearly understood that the Russian is a delightful person till he tucks his shirt in. As an Oriental he is charming, but only when he insists upon being treated as the most eastern of western peoples. Instead of the most western of easterners, that he becomes a racial anomaly extremely difficult to handle. The host never knows which side of his nature is going to turn up next."

In The Right Light

We are glad to see that the Washington authorities are putting before the American people the question of the importation of cattle from Canada in its proper light.

The 145,000,000 people of the United States, a Washington dispatch tells us, consume 22,000,000 head of cattle a year, at the rate of more than 600,000 a week. Under the Geneva agreement and reciprocal trade agreements between Canada and U.S., Canada may export to U.S. 400,000 a year.

That is enough to fill the Amer-

ican larder for just two-thirds of a week, less than five days.

Not enough to upset the American market in any way if we use good sense in spreading our exports.

Yet export of 400,000 cattle a year should be a green light to the Canadian cattle industry to get busy and produce not only enough for our own requirements but enough to fill this annual quota.

Two-way trade with United States is Western Canada's finest opportunity.

—Lethbridge Herald.

Classified Advertising and Coming Events

CLASSIFIED RATES

10 cents per count line, 35 cents minimum if paid in advance, or 45 cents if charged for one insertion, 2 insertions 75 cents, 3 insertions for \$1.00.

Headings count as two lines. In figuring the number of lines, count five words to each line.

Cards of Thanks, In Memoriam

notices, 50 cents per insertion not over five lines. Over that space, 10 cents per count line.

Cards of Thanks, in Memoriams, Notices, 50 cents per insertion not exceeding five lines. Over five lines 10 cents per count line.

Suggested wording for Cards of Thanks, and In Memoriam notices may be obtained on application to the Strathmore Standard.

IN MEMORIAM

MACKENZIE

In loving memory of Kenny, who died September 16, 1946. Lovingly remembered by the Percy Wright family.

CARD OF THANKS

We would like to express our very sincere thanks to all our friends and neighbors for their kindness during the illness and passing of our auntie, Mrs. Robinson, and especially to Dr. Giffen.

Fred, Margo and the Wilkinson Family *

Mr. and Mrs. Krueger and Vera wish to express their sincerest appreciation to friends and neighbors of the Carse and, Strathmore and Dalemead Districts for their many kindnesses during and after the passing of our dearly beloved daughter and sister Lorraine, and for the many floral tributes.

FOR SALE

FOR SALE—"NELS MATSEN ESTATE" 4 1/2 miles S. W. of Standard, app. 480 acres. Cash. What offers? Mrs. T. Winkler, Dalemead. a5tfc.

FOR SALE—WEANER AND FEEDER PIGS. Apply W. A. Freeman, Ardenode. 28n

FOR SALE: 3 YEAR SHORTHORN Bull. Purebred. J. F. Davis, Strathmore.

FOR SALE—FUMED OAK BED. Stead, coil springs, beauty rest mattress, curtain rods, Harris tweed coat size 16. Apply Mrs. W. Mercer, R1304 Strathmore. 3s16c

FOR SALE—1941 JOHN DEERE D. tractor. A1 shape. Phone 118, C. Cockx, Strathmore. 3s23p.

HOUSE FOR SALE, 18 X 26, 2 BED- rooms, clothes closet and pantry. Also 2 bedrooms can be made upstairs. A. W. Damen, Strathmore. 3

FOR SALE—WAGON WITH RACK, wagon with tank, and running gear. John Deere binder, 8 foot, International cultivator, 9 foot, rod weed-er. Box 124, Cluny. 3s16p

FOR SALE—1936, 1 1/2 — 2 TON Truck V-8, Fair condition. Good tires, with power take-off and loader, also 1929 Model A Light Truck, Motor new. W. J. Melendy, Carceland. Phone 2015. S-16-tfn.

FOR SALE—4 BURNER RANGE, warming closet and reservoir, in good condition. Cheap at \$20. Phone 116 or 84 for further information. 1c

FOR SALE—420 ACRE FARM, 1 mile W, 2 miles N. of Standard. Good home. Possession this fall. Terms. Telephone 503, Otto B. Buchwald. Also 400 Leghorns. Good Layers. 3s30c.

FOR SALE—1944 DODGE 2 1/2 TON, Long W.B. Truck, New Heavy Duty Motor, re-conditioned transmission. Also Robin grain loader complete. Used one season. Palardy Transport Phone 20, Strathmore. 1c.

FOR SALE—COAL AND WOOD Heater. Good condition. Mrs. Fred Wilkinson, Strathmore. 1p.

FOR SALE—HOUSEHOLD FURNI- ture consisting of Cook Stove, Dinette Suite, Chesterfield and Chair, Beds, Winnieez Couch, and miscellaneous items. For particulars see Ross Linton, at Baldwin Motors, Strathmore. 1c.

Let the Want Ads work for you.

Regular clinics for infant and pre-school children are held by the Wheatland Health District from 2:00 to 4:00 p.m.

Strathmore the second and fourth Tuesday in each month. Carceland the second Friday in each month. Standard the third Thursday in each month. Rockyford the third Friday in each month.

A baby and pre-school clinic will be held in Cluny, Friday September 17th from 2:00 - 4:00 P.M. in the girl's dormitory. Miss P. Newell in charge.

WANTED

WANTED—EXPERIENCED GIRL as waitress. Apply King Edward Hotel. s0ti

WANTED: CUSTOMS SWATHING Apply Vernon Miner, Strathmore or Phone 1918. TFNC

WANTED: TWO COOKS 65 CENTS per hour straight wages. Apply Strathmore Bakery, Strathmore. 1c

WANTED TO RENT—PRIVATE garage. Apply Buster Rhodes. 1c

LOST

LOST—GAS CAP AND KEY RING in Strathmore. Please leave at Standard office. 1p

MISCELLANEOUS

WEAK, TIRED, PEPPLESS MEN, women. Try Ostrex Tonic Tablets for new vim, vigor; and pep that lasts from early morning to late at night. Contains iron, vitamin B1, calcium. New "get acquainted" size only 50 cents. All druggists.

MEN, DON'T TAKE RISKS

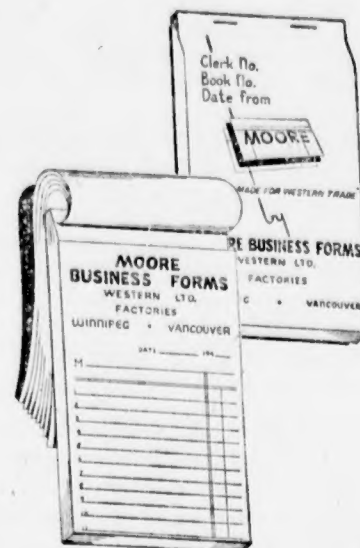
Be safe. Guard your health. Hygienic supplies (rubber goods), mailed in strong envelopes sealed with staples. Absolute secrecy without embarrassment. First class merchandise. Price \$1.00 per dozen, mailed one hour after receiving order. The Greb Trading Co., 1275 Queen St. West, Toronto, Canada. 3s3pc

NOTICE

Effective Sept. 16 to Strathmore and Standard

I have turned over my milk delivery route to C. J. Blyth. I would like at this time to express my appreciation to my customers for their patronage and courtesy. It was a pleasure to serve them. And also hope they will continue the same with Mr. Blyth.

K. Koebel.



Order your
COUNTER CHECK
BOOKS
from the
Strathmore
Standard

TELEPHONE: 17

HOW YOU WILL BENEFIT BY READING

the world's daily newspaper—

THE CHRISTIAN SCIENCE MONITOR.

You will find yourself one of the best-informed persons in your community on world affairs when you read this world-wide daily newspaper regularly. You will gain fresh, new viewpoints; a fuller, richer understanding of today's vital news—PLUS help from its exclusive features on homemaking, education, business, theater, music, radio, sports.

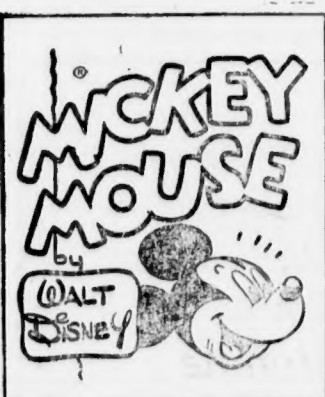
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Name _____ Street _____ City _____ Zone _____ State _____



Hirtle's Theatre

FRI. & SAT. SEPT. 17 & 18

Miracle of The Bells

Fred McMurray, Frank Sinatra and Valli.

WEDNESDAY SEPT. 22

The Gangster

Ed. G. Robinson.

FRI. & SAT. SEPT. 24 & 25

The Night Has a Thousand Eyes

Gail Russell and John Lund.

UNDER THE STREETLAMP

A decrepit horse was being offered to the highest bidder. An old farmer watched as Stan Waters bid for the animal. When the sale was completed, he turned to the young fellow.

"Tell me, what on earth are you going to do with that nag?" he asked.

"Oh," replied Stan, with an air of assurance, "I'm going to race him." The farmer took another look at the horse. "Well, you'll win," he said.

"Think o' poor old 'Arry bein' in jail! One of the fastest working burglars in the game."

"Ah, well, he's takin' his time now."

"First and foremost," said Doctor John, "you must eat more fruit, and particularly the skin of the fruit. The skin contains most of the vitamins. What, by the way, are your favorite fruits?"

Sally Andy Scott replied: "Coco nuts and pineapples."

And according to Len Roberts, there's nothing so wasteful as one of those economical dishes that no one will eat.

The two commercial travellers were discussing the careless manner in which trunks and suitcases are handled by some railway com-

pnies. "I had a very cute idea for preventing that once," said one of them, smiling reminiscently. "I labelled each of my bags 'With Care—China.'" "And did that have any effect?" "Well, I don't know; you see they shipped the whole darn lot to Hong Kong."

A famed anthropologist says baldness is a sign of intelligence. Look Doc, quips George Lockie, is that a bare statement of fact?

A coloured soldier was busy around the wrong end of an army mule when it suddenly bashed out with both feet and sent him sailing. As he hit the ground, his comrades called the stretcher bearers, who put the unlucky fellow on a stretcher and started to carry him off.

The coloured boy opened his eyes and gazed at the reeling sky overhead. Feeling around below the stretcher with his hands, he encountered nothing but empty space.

"Lawdy, Lawdy," he groaned, "I ain't hit de ground yet."

We picked up a report recently that Doug Hirtle asked to have taxes reduced on his house because it was haunted. The Town, however, figured that he didn't have the right spirit.

"Eat my dear," gushed the pretty girl waiting for the bus. "One must have the right clothes. When I go riding, I wear a riding habit; when I go out in the evening, I wear evening dress."

"Sally," interrupted Jimmy Gan-

Stobart Notes

Miss Ellis Jensen who is now working in Medicine Hat spent the long weekend with her parents Mr. and Mrs. N. Jensen.

Miss Vivian Thompson of Calgary visited over the weekend with Elaine Ferguson.

Mrs. Hugh Gough and Garnet of Okotoks, Mr. and Mrs. Wm. Wedderburn and Don of Edmonton visited friends in the district Sunday.

Miss Jean McBean returned to Calgary Sunday after spending her holiday with her parents Mr. and Mrs. Geo. McBean.

Mr. and Mrs. N. Jensen were Calgary visitors Monday.

Mr. and Mrs. T. Collins were guests at the home of Mr. and Mrs. E. Ferguson Sunday.

no, who was trying to work on the ledger. "And what do you wear at birthday parties?"

John Scheer reports: "Generally speaking, women are — well, I guess that's about all I need to say."

A guardsman of the Grenadier Guards got separated from his unit in one of the most desolate parts of Tunisia. For days he wandered about without food or drink. In the end he found a British military post and tethered to it.

"Water!" he gasped. "Water!" It was brought and the guardsman at once proceeded to blanco his belt!

Ray Wilkinson brought in the story about the baseball player who didn't go so well with millionaire's daughter, with an average of no hits no runs, no homers!

Then there is the story of the chief steward — a cockney — of a trans-Atlantic liner, overheard "talking down" an assistant.

"You do nothin'," complained the chief, "and what you do, you do very badly. And you eat, upon my word, you eat like a bloomin' passenger!"

Keith Baldwin: "Have you ever realized any of your childhood hopes?"

Fred Petzel: "Yes. When mother used to comb my hair, I often wished I didn't have any."

Tony Wevers was asked: "Do you want meat?"

"Yes."

"And potatoes?"

"Yes."

"What other little word have you forgotten?"

And back came the firm answer: "Cabbage."

"Funny, ain't it, Pa," said Gordon Crellin, "That everybody in our house is some kind of an animal." "What do you mean," asked Jack.

"Why, mother's a dear, and baby's a little lamb, and I'm a kid—I can't think what you are, Pa."

"I'm the goat, son," replied his dad.

For most of us, life is what we make it, but for the pedestrian it's if he makes it.

"I suppose it was necessary for you to visit me as often as you did, doctor," said Charlie Bennett, studying the bill.

"My dear chap," replied Doctor Giffen, "you were in danger every time I visited you."

"That young doctor is certainly a fast worker. He took her tonsils out. Then he took her appendix out. Now he's taking her out."

The phone will ring off the hook once you put an ad in the Standard classified.

ROUND STEAK (or) ROAST, lb	.70
SIRLOIN STEAK, (boneless) lb	.80
T-BONE STEAK (or) ROAST, lb,	.75

at

ROBERTS MEAT MARKET

PHONE 25 early FOR GOOD SERVICE

CHASE & COMPANY

— Representatives for —

McInnis & Holloway Ltd.

Funeral Directors at Park Memorial

Phone 78 - Strathmore Phone M3030 - Calgary

News From Your

Massey Harris Dealer

No. 9 — 550 Cream Separators

No. 8 Table Model Separators

No. R14 2 hp Pump Engine

509 - 10 ft. O W D on Steel or Rubber

142A Snow White Washer (Electric)

FARMERS - -

It is not too early now to give us your list of machinery requirements for 1949 and orders will be written up as our machine estimate has to be in the hands of the Company by November 1st.

WM. RHODES

MASSEY HARRIS DEALER

PHONE 87

STRATHMORE, ALTA.

Bundle Forks

• • •

Binder Webbing and Canvas

Wm. Penn Greases and Oils

Good Supply of WRENCHES, etc.

STRATHMORE HARDWARE

"The Store of Quality and Service"

M. A. RELINGER

PHONE 54



House of Hobberlin
Cambridge Clothes
Cook Clothing Co.
J. Elkin Co. Ltd.

Suits and Overcoats

FOR FALL & WINTER
Samples Now on Display..

2 Pant Suits

Now Available

4 to 5 weeks delivery

Special Measure —
Satisfaction Guaranteed

Thos. E. Wright

STRATHMORE

— ALBERTA



Running a business without ad-ride in the dark—you know what vertising is just like thumbing a you're doing, but no one else does.

NOTICE

Palardy's Transport Offices

are now located in the former George Risdon house. By merely phoning 20, you can still get the same courteous, efficient service promptly.

Phone 20 for Daily Service to Calgary

STRATHMORE ELECTRIC

FRANK PEEBLES - Proprietor

Magnetos, Generators, Starters, Auto & Tractor Ignition

- ELECTRIC EQUIPMENT ●
- RADIO SALES and SERVICE
- Washers and Sewing Machines Repaired

PHONE 79 —

STRATHMORE

DR. MOFFATT

DENTIST

EVERY SATURDAY

Place: King Edward Hotel.

Time: 10:00 a.m. to 8:00 p.m.

Calgary office— 802 Southam Bldg.

VAN TIGHEM AGENCIES

for

Insurance of all kinds

Phone 162

See J. G. Robison

Phone 42r2

Farm News

Produced by the Alberta Department of Agriculture

NEW PRAIRIE WHEAT VARIETIES

Canada's high reputation for wheat quality was founded many years ago by Red Fife. Red Fife, however, was a late maturing wheat and so was much too often damaged by fall frosts. Red Fife was succeeded by a number of earlier varieties which around 1909 gave way to the famous Marquis.

Marquis was almost a perfect wheat, excepting that it was not resistant to rust, so the efforts of plant breeders, both in the United States and Canada, were devoted to the production of a variety that would be equal in quality to Marquis but which would resist rust. Such a variety finally was produced in the United States, i.e. Thatcher, the first importations of which were made into Canada in the year 1935. Thatcher has good milling and baking value, is high yielding and is resistant to stem rust. It is not, however, resistant to leaf rust, neither is the color of the kernel as bright, clear and red as Marquis. Efforts, therefore, have continued to breed a wheat which would be even better than Thatcher. In quick succession came several new wheats i.e. Penown, Regent and Apex, which varieties many farmers are using, but which have not so far displaced Thatcher.

REDMAN WHEAT

The latest innovation is Redman, which is now on trial by farmers. Redman matures slightly earlier than Thatcher, is resistant to stem rust, equal to Marquis and Thatcher in milling and baking quality and yield, and in addition is more resistant than Regent and Thatcher to leaf rust, and is also resistant to bunt or stinking smut, a decided advantage. Being an entirely new introduction Redman contains a number of off-types, principally in the form of bearded heads, so that at the moment there is no Registered seed available. Redman, however, has attained the Certified grade.

New strains of Redman are now coming forward which are much freer from off-types. Redman, therefore, is a wheat that prairie farmers should watch carefully this year.

SAUNDERS WHEAT

More and more it has become apparent that no one perfect wheat could be developed that would be the best wheat for all districts in Western Canada, so that the efforts of plant breeders are now being devoted to the production of wheats which may be more suitable for the Continued on page nine.

CAR PARTS!

- ✿ The right PRICE
- ✿ The right PARTS
- ✿ The right SERVICE

WE'LL GIVE YOU PROMPT SERVICE OF GENUINE FACTORY APPROVED Ford & Monarch PARTS & ACCESSORIES

PERFECT-FITTING... LONG WEARING, .. BACKED BY THE FORD MOTOR Co.

drive or call in to

Baldwin Motors

● SALES AND SERVICE ●

"Your International Harvester Dealer"



Phone 31 Strathmore



Canadian
Legion
No. 10
B.E.S.L.

Pres. — I. MacKenzie
Sec. Treas. — S. H. Crowther
Hall Manager — Wm. Tew
Meetings held on the second
Tuesday of each month. All eligible
welcome as members.

H • U • B
BILLIARDS ROOM
BOWLING ALLEY
TOBACCO AND ALL
SMOKER'S NECESSARIES
B. HAMBLBY, Prop.

RAY GORDON
Auctioneer

DEPENDABLE & BONDED
LICENSE 102-48-49

**Farm & Livestock
Sales a Specialty**

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PHONE R702 GLEICHEN

DENTIST

DR. R. G. ROSS - 200 GRAIN
EXCHANGE — CALGARY
Phone M7013 Res. M7663

HENRY GILCHRIST

● AUCTIONEER ●
LICENSE NO. 86-48-49

FARM AND LIVESTOCK
SALES

—27 YEARS EXPERIENCE—
Phone 91-3331 Box 353
CALGARY — ALBERTA

WHAT PROTECTION HAVE

ADEQUATE INSURANCE
OFFERS YOU THE ONLY SECURITY

SYD COLDWELL — STRATHMORE

Machine Work and Welding

Heavy Hydraulic Press work.
All types of wheel pulling at shop or in the field.

Wheel Change-overs

Valve seat reconditioning.

Portable Welding

RISDON'S MACHINE SHOP

Business Phone 27 Residence Phones 74 & 60

**STRATHMORE
TAXI**

24 Hour Service
PHONE 131



Laundry and dry-cleaning
expertly done at economic
prices. Quick service combined
with our money back guarantee
assures you of satisfaction,
when you send your laundry
needs to **STRATHMORE LAUNDRY**
&
DRY-CLEANING
Phone 119 for Free
Pick-up and Delivery

We Will Cater

FOR

Dinners & Suppers

SEE US

Strathmore Cafe

Mrs. L. C. Lockhart Proprietor

DR. A. A. DOWNEY

Dentist

Office M4851
Res. W4884
230 Alberta Corner, Calgary
Cor. 8th Ave. & 1st St. W.

**The New Ride
is Here!**

THE NEWEST
SENSATION IN
DRIVING LUXURY



**Firestone
Super-Balloon**

No need to
buy a new car to get
the new ride. We'll exchange
New Firestone Super-Balloons for your
present tires. Come and let us demonstrate
how these new low-pressure
tires soak up shocks and save you
money.

**STRATHMORE
SALES & SERVICE**

Phone 8

Strathmore, Alberta

Put yourself in the economical
class by following the classified opportunities.



Church Notes

STRATHMORE UNITED CHURCH
11:00 a.m. Sunday School
7:30 p.m. Public Worship.
Namaka:
2:00 p.m. Church Service and Sunday
School.

SACRED HEART CHURCH
Strathmore —
Mass every Sunday at 10:30 a.m.,
excepting the first Sunday of every
month when Mass will be at 10:00
Carlsland —
Mass at Carlsland 9:00 a.m.

UNITED CHURCH OF CANADA
Carlsland Church
10:15 Bible Study, Worship and S. S.
11:00 Carlsland, S. S.
3:00 p.m. Mossleigh S. S.

All held every Sunday.
2nd and 4th Sundays.
12 noon, Carlsland, Worship.
3:00 p.m. Mossleigh, Worship.
1st and 3rd Sundays.
11:30 Langdon, Worship.
3:00 p.m. Dalroy-Lyalla at Lyalla.
7:30 p.m. Kathryn.

LANGDON BAPTIST CHURCH
Pastor H. E. Reynolds, Phone R 15
Church Service, 7:30 p.m.
Sunday School, 10:30 a.m.
Classes for adults and children.
Mid week prayer meeting held
every Thursday at 8:30 p.m.

**ANGELICAN PARISH OF
STRATHMORE — GLEICHEN**
Sunday, September 15, 1948
Trinity 17

Strathmore:
8:30 a.m. Holy Communion
11:00 a.m. Sunday School
7:30 p.m. Evening Prayer
Gleichen:
11:00 a.m. Sunday School
Ardenode:
12:00 noon Morning Prayer

For Women Only

Many a hostess who has toiled
and fussed over the preparation of
luscious dishes, those fastidious
freshmen time cooks, may be a
bit perplexed to learn that the liter-
al translation of the term is "with-
out work".

Whatever the derivation of the
term, these small-sized delicacies in
the past have not been put together
without some work, often equal to
the man-hours required to ship up
a full course dinner.

**GREEN TOMATOES CAN
BE A TREAT**

The tomato came to us from
Spain, they in turn got it from
South America, when the "con-
quistadors" sent ship loads of precious
jewels, metals and fruits to Cas-
tile and the Leon. Every shade of
every color glittered in those car-
goes, for tomatoes were yellow, red,
pink and green. The green ones,
looking like dark silk, were much
appreciated even in those early days.
One day, the tomato in all its splen-
dor crossed the Pyrenees into
France and the world soon knew its
value for exquisite flavour and
brilliant colour.

Whether it is called vegetable or
fruit, the tomato is a delicious part
of any meal; in fancy or simple
menu. The housewife who knows
the real worth of the tomato, serves
it often while it is in season,
even more than once a day.

When the air carries a nip and
there is danger of frost it is im-
probable that tomatoes will ripen
in the short hours of sunshine; then
the green fruit may be thoroughly
enjoyed for the main course for lun-
cheon or supper. By adding peppers
to the Mexicans and Spanish who
they make a delicious spicy sauce
which is a bit different but just as
good made with green tomatoes. As
fruit for dessert the green tomato
may be sliced, the seeds removed
and then cooked with half its weight
in sugar. That is an old, old recipe
so good, that it requires no com-
ment. The cooked green tomatoes
have an unusual richness.

WHITHER FOOD COSTS?

The question: "In Aug. at 1939,
Canadian food price index was 75.
Now it has reached peak of 201.
What do you think index will be
year hence and why?"

Canadians answering a Financial
Post questionnaire show a wide
range of opinion as to the future
trend of the food price index. The
head of one prominent chain of gro-
cery stores, making a careful, de-
tailed analysis of various commodi-
ties, predicted a 10-point drop with-
in a year; but stipulated "this is
apart from government action,
which can only be guessed."

The most comfortable tempera-
ture for the kitchen is about 66
degrees F. during the winter.

Soot should not be left lying in
the furnace during the summer as
it will absorb moisture from the air
and soon rust the interior.

Running water and home plum-
bing are increasing in Canada
farms, with the spread of electrifi-
cation, providing a convenient power
for water pumps.

Storm windows should be checked
early, so that they are in readi-
ness to go up fast should the weather
change earlier than anticipated.
After a thorough washing, the wood
and putty might well require a
coat of paint for the sake of pres-
ervation as well as appearance. If
such is the case, get the painting
done early enough to allow plenty
of drying time before the windows
go up—otherwise they might stick
and be hard to remove in the
spring.

Annual Curlers' meeting
Wed. Sept. 22 at 8 p.m. in
Strathmore Curling Rink.
Lady curlers welcome.

the COPY CLUB

AN EGG BEATER
WONT GET A BOAT VERY
FAR — USE AN
ADVERTISEMINT BIG
ENOUGH TO PULL
YOUR STORE
UPSTREAM



**Battery Prices ARE UP, But we have a
New Stock at the Old Price.**
We have **FRAM Air Filters,**
Ignition parts and Fan Belts

— Mufflers and Tail Pipes to fit Most Cars —
1 — 12 foot CASE SWATH
1 — 8 foot CASE TILER
1 — 14 inch CASE HAMMER MILL
1 — 12 ft. ROD WEEDER
2 & 3 hp ENGINES

REO TRUCKS NOW AVAILABLE

**SALES and SERVICE — REO
MODERN MOTOR SERVICE**

PHONE 101 — STRATHMORE



ROYAL BANK LETTER

The Business Of Advertising

People don't make a beaten path to the mousetrap maker's door unless they know he has made a better mouse trap and has a stock for sale at a price they can pay.

That is what the advertising business is all about. Mousetraps and pig iron, automobiles and broadcast foods are useless if people remain in ignorance of their existence and unaware of how they may be used. Advertising serves the man who produces, by enabling him to dispose of his goods, and the man who consumes, by telling him what is available to add to his satisfactions in life.

The question is sometimes asked—not only by persons with queer economic ideas—"why advertise?" The answer can be given by drawing three circles: a big one, a smaller one inside it, and a smaller inside that. The little circle indicates the number of prospects that can be met personally by the sales force, the next larger shows the wider group that can be reached by a well built mailing list, while the outer circle shows the extent to which prospects can be canvassed by advertising in its various forms of publication and display.

One of the first positive rules is that advertising is an investment not a speculation. Gambles in advertising, followed by disappointment and retrenchment, are wasteful. They upset the economic equilibrium. They give business that air of starts and stops so well summed up in the terse telegram of the conductor of the often-derailed train: "Off again, on again, gone again: Pineagain."

Another rule is that advertising is fruitless if the advertiser does not offer something which will genuinely

serve some human want.

The third rule is not to expect overwhelming returns in the way of sales from the first ad or two. Advertising does not work that way. It deposits its in the mental storehouse of the prospect in preparation for impression until he has a well-defined picture of the product and the service it will perform for him.

And, last but not least in this small list of principles, the business executive is headed for disappointment if he satisfies his ego merely by matching the competitor's advertising appropriation dollar for dollar, or even by topping it. Not the size of the appropriation, but the quality of advertising is important. Every campaign should be tailored to the needs and to show off the advantages of the particular business concern. A follow-up leader campaign is an evidence of lack of originality and initiative.

THINK OF THE CUSTOMER

It does not do, these days, to concentrate upon techniques to the exclusion of thought about the consumer. It is the customer who puts the goods in use. He pays the wages and conducts the first stroke made in harvesting a natural resource to the final stroke of the pen by which a purchaser contracts for the finished product.

How is advertising useful to the consumer? Well, it keeps him informed. Whether the advertisement be one of the mammoth billboards, a catalogue, a full page newspaper spread, or one of the tiny items in the miles of classified ads, it should be designed and written to tell the people about something they may want to buy, not about something the advertiser wants to sell.

Most of us are specialists, producing nothing which we ourselves use. In our capacity as specialists we may not need anyone to help us, but in our sphere as consumers we need to be told what is available for

our use, how good it is, and how we can obtain it.

We said that advertising works for the consumer as well as for the advertiser. It also works for the community. It helps stabilize industry and employment; it emphasizes quality, which is certainly a community service; and it is a factor in competition, which helps keep prices within bounds.

TWO KINDS OF ADVERTISING

There are two kinds of advertising, the product advertising which introduces a commodity or a service, and institutional advertising, which in general a company and tells its point of view.

Many good Canadian firms are doing good public relations work through their advertising, and are making institutional advertising a part of their advertising budget.

Public relations advertising means telling about the satisfactory industrial relations within the firm, the unusual provisions for safeguarding the welfare of workers, the special qualifications of the firm for giving the service it offers, the expertness of its workers, the carefulness to meet or surpass standards, the use made of raw materials with consequent spread of the economy, and the history of the company showing its dependability, stability, and its essential place in the welfare of many people.

This kind of advertising provides answers to those who maliciously or ignorantly attempt to set up the private enterprise system. These people hammer away at human aspects of life, and they are not answered by statistics or records or reduction. There are human features in the present economic setup which can be used throughout institutional advertising to explain, demonstrate and set the system as well as its products.

One unanswerable presentation of this nature is to show the contrast between living conditions in private enterprise countries and in those countries which are hamstrung by dictatorial government management. The thinking person gathers this lesson in his daily contact with advertising, but it needs pointing out for those less observant. As L. S. Lyon says in a scholarly article in the Encyclopedia of the Social Sciences: "Consumer advertising is the first rough effort of a society seeking prosperous to teach itself the use of the relatively great wealth of new resources, new techniques and a reorganized production method."

The Western world is learning to produce goods at an ever faster rate and in always widening variety. Advertising brings this production into everyday life, spreads it around among people, and thus contributes to the rising standard of living. Instead of taking a generation or a century to become known, new aids to comfortable living are made known in a day. By doing this, advertising brings forward the demand that encourages man's nature, provides jobs, and spreads purchasing power.

RAISING LIVING LEVELS

It may seem absurd to many persons when we say that the consumer doesn't know what he wants until he is told about it, but an example will make it clear. Not one of us "new" in 1914, that he wanted a radio, or had the dollars to buy one. Then suddenly, we all wanted radios and millions of persons on this continent had dollars to buy them.

Advertising brings new products to our attention, and teaches us to use them; at first they are novelties, then luxuries, then staples and finally necessities. The fact that goods considered necessities today were the luxuries of a generation ago and quite unknown to the days of our grandfathers is surely an indication of an advancing level of living.

Two authorities may be quoted: Paul H. Nystrom, Professor of Marketing at Columbia University, whose Marketing Handbook was distributed at last Spring's public relations seminar in Montreal, and George B. Hotchkiss, whose Outline of Advertising is a textbook in the advertising course at McGill University.

It is generally admitted that advertising tends to raise the standard of living by acquainting the population with the advantages of socially desirable products or services, mak-

ing them available at lower prices, and stimulating greater effort to attain the standard of living that goes with the use of such products and services.

Allowing for a certain amount of advertising that caters to human vanity, the net effect of the whole has probably been to cultivate appreciation of better and more wholesome standards of living. The percentage of people who regularly use deodorants, razors and bathbaths has constantly risen. The family diet has become more varied and sensible; no one has the family clothing, houses and offices are managed with less labour and more comfort. Advertising has had a very definite share in this development. And it has certainly stimulated individual ambition and morale by awakening desires which can only be gratified by increasing one's earning power.

REDUCING COSTS

It is a paradox that the more business advertises a worthy product, the less the product costs the consumer, by stimulating larger demand, advertising increases production and reduces unit production cost. At the same time, big production is dependent upon bulk distribution methods with a relatively stable demand over a wide area. And, as Nystrom remarks: "Stability of demand and a market great enough in territorial expanse to absorb local shocks without greatly affecting the total market are fundamental to mass production and continuous employment."

Over a period of only a few years the demand for electric refrigerators increased so greatly in response to advertising that production costs came down, and the purchase price per unit fell by 54 per cent. In the United States in 1905 the average cost of an automobile was \$1,600 and there were 20,000 sold; in 1935 the average cost was \$600 and sales totalled 3,200,000. Even in such everyday items as toilet soap, reductions of 60 per cent have been shown in twenty years.

At the same time as prices have

been reduced, quality and variety have improved. Product improvement is a legitimate offspring of advertising. Producers strive to outdo one another in finding ways to reduce prices, increase quality and provide wider choices. Every sensible manufacturer is trying to turn out a better product at a competitive price, and he tells the world about it through advertising.

HOW ADVERTISING APPEALS

Choice of what is called advertising appeal depends upon the kind of goods, the kind of person to whom the advertising is addressed, what we want him to do, and the kind of medium used. Every appeal, whatever its specific nature, should show some benefit that will accrue to the purchaser.

This kind of advertising can be orderly, clear and simple, free from elements of mystery. Women know, or learn by sad experience, that grab-bag buying, or buying pigs in pots, is an expensive sport. They wish to learn why a product should be bought, and if the producer is not willing to display it and tell the reasons, they view with suspicion. There are, of course, some who like taking chances, but consumers on the whole are intelligently aware of the inevitable result of buying blind.

TRANS NEW SCHEDULE	
WEST BOUND	
No. 1	9:20 p.m.
No. 3	7:05 a.m.
EAST BOUND—	
No. 2	8:07 a.m.
No. 4	9:40 p.m.

OPTOMETRIST

D. Stewart Topley

503 Southam Building

CALGARY — ALBERTA

M7350

**RELIABLE,
COURTEOUS and
EXPERIENCED SERVICE**
rendered by all our Country
Elevator Agents

The Alberta Pacific Grain Co. (1943) Ltd.



CBX 1010 a new star in
Albertan skies

Alberta's own
50,000 watt station provides the
finest radio facilities
for the foothills province

A new and stronger radio will now serve Alberta... bringing the finest radio programs from and for Alberta... putting the province right in the middle of today's radio picture. CBX is your own station... all its power, clarity and coverage will be devoted to the people of the Foothills Province... concentrated on bringing to every Albertan home a panorama of music, drama, news, information and all-round entertainment that will make CBX a milestone in Alberta's radio history.

**CBX 1010
Alberta**

Canadian
Broadcasting
Corporation

CARRYING COMPLETE TRANS-CANADA NETWORK PROGRAMS

Shopping for Mileage? well...

STRATHMORE MOTORS

CAN GIVE YOU
34% MORE MILEAGE
AT A STANDARD PRICE
WITH THE NEW IMPROVED
GOOD YEAR

De Luxe

Of course you want value for your tire dollar! The smart, safe way to get it is to choose the new Goodyear DeLuxe. Over a million miles of test runs have proven that the DeLuxe averages 34% more miles than the big mileage Goodyear it replaces. A stronger cord construction provides more protection against blowouts... a wider, flatter diamond tread that puts more rubber on the road... steps up traction at all times in any weather.

come in and see it today!

Strathmore Motors

PHONE 12

Strathmore

AUTHORIZED GOOD YEAR DEALER

Farmer's Column

R. J. Milligan, District Agriculturist

In a previous issue, I discussed a few points on fall cultivation, and I did mention that fall cultivation is best for the control of perennial weeds. In this case, the later in the season, the more effective the control. For sow thistle and Canada thistle control, cultivation to a depth of six to eight inches is required. But the control of perennial weeds is not the only advantage of fall cultivation. The biennials such as mustard, sink weeds, and even volunteer grain can be kept from going to seed, thus helping to keep the summer fallow clean for the seeding of registered grain in the spring. Don't forget that fall cultivation kills weeds and so conserves moisture. Fall cultivation also leaves the land open thus permitting the rapid absorption of moisture from melting snow and falling rain.

Another aspect which hasn't been discussed is that fall cultivation helps in the control of insects. This phase of agriculture is not widely known or appreciated. For example, if you were cultivating in the fall for the control of wild oats, this should be done late in the fall, and done in a shallow manner. I am referring here to both the stubble and the summer fallow. It often happens that by numerous cultivations, weed seeds are prepared for germination at a later date. This often accounts for many fields of summer fallow being weedier than they were before cultivation.

Wild oats, like many of our other grains, have a hard shell which is impervious to moisture, and they must go through a ripening stage

before they can be made to germinate. Therefore wild oats that have lain on top of the ground for some time and have been exposed to sun, dew and light rain germinate more rapidly if cultivated later in the fall than if cultivated immediately after thrashing or combining. If done immediately after harvesting, it lies dormant until nature makes them ready for germination some years later.

With the insects, this is different. The earlier the cultivation, the better as it allows more direct sunshine. For grasshopper control, a light cultivation with a tiller or a disk particularly around the edges of the field is desirable, and if the seed land has drift soil, this should also be disked. The idea suggested is that when these eggs are thrown up to the sun light, they are dried out somewhat similar to drying an egg.

The same can be considered true in the control of saw fly. I should mention that saw flies have taken a considerable toll in our spring wheat this year. Very little if any, trap crops were used to control saw flies. Please don't overlook the fact that saw flies are native to this country. This land may not have been broken for twenty to thirty years, yet we find that the wheat planted on this particular piece of breaking could be heavily infested with saw flies, particularly if the land is broken late, and the saw flies have reached down to the first seed.

Shallow cultivation in the fall tends to break up the pupae of the

Cluny Notes

Mr. and Mrs. Geo. Bailey and daughter Betty of Calgary spent the week-end at the home of Mr. and Mrs. E. M. Bailey.

Mr. and Mrs. Floyd Hamlin and daughter of Kalamazoo, Michigan, are visitors in the Inman home. Mr. Hamlin is Mrs. Inman's brother.

Mr. & Margaret Gordon who spent her holidays at the home of her brother in Seattle returned by plane in time to resume her duties on the Strathmore Teaching staff.

The Gordon family consisting of Mr. and Mrs. Gordon, Margaret and

four sons and families, 17 in all, held a family reunion in the form of a picnic at the river Sunday the 5th.

The regular meeting of the United Church W. A. met at the home of Mrs. Graham on Tuesday September 7. The dates for the chicken supper was set for the later part of October of course subject to change with weather and harvest conditions. The bazaar will be held with a tea later.

Mrs. Taggart and Mr. and Mrs. E. J. Kingsmith of Queenstown and Mr. and Mrs. T. O. Claughn and daughter Jean of Swindon, England spent Sunday at the Beattie home.

Mrs. Claughn is a sister of Mrs. Taggart.

Mr. Harold Beattie spent the week-end at home on his way to new construction work in the north.

We are sorry to report Mrs. F. Fairbourne is still in Bassano hospital, but glad she is making satisfactory recovery and hope she will soon be home.

Father Maheu has returned from a business trip to Montreal. He went by plane, and returned by car.

The classified columns carry your message straight to the people to whom you want it to go—for they are watching for it.

wire worm thus reducing the number of wire worms the following years. Nature has endowed insects with know edge that we as humans often do not appreciate. For example, the cut worm moths or the grasshoppers very seldom deposit their eggs on clean summer fallow, particularly if they have a crust. They lay their eggs where weeds are allowed to grow on the field. Eggs are deposited around these weeds, perhaps with the idea in mind that the weed seeds produced on the plants will germinate, grow and provide food for the young next year.

We have been fortunate this year in having had the showers in late August as this tended to crust even lightly, the surface of summer fallow fields, thus preventing cut worm moths from laying their eggs.

In summarizing, we get weed control, conservation of moisture, and insect control by proper fall cultivation.

3 ways TO A SMOOTH RUNNING FARM



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—Continued From Page Five

Farming News

Produced by the Alberta
Department of Agriculture

particular and peculiar conditions which exist in different districts. One such wheat badly needed is an earlier wheat than either Thatcher, Apex, Regent or Redman that will be suitable for the more northerly districts and along the Foothills of Alberta where early frosts are not uncommon. This need has been filled in the past by two wheats—Garnet and Red Bobs. These two wheats, however, suffer from the fact that their quality in general is not up to the standard of Marquis or Thatcher. It is desirable, therefore, to breed a new wheat that would be as early at least as Red Bobs — Garnet being a little earlier

—and that would have the high milling and baking value of Marquis, and which in addition preferably would be rust-resistant. Such a new wheat has been produced. It is called Saunders and is being grown by farmers for the first time this year. Saunders, then, is another wheat that is well worth watching. Saunders, like Redman, being a new introduction, also contains some off types, so that Saunders is as yet only eligible for certification. Strains of Saunders are, however, being developed so that eventually Saunders, like Redman, will be eligible for registration.

RESCUE and APEX WHEATS —

Rescue, which to a great extent, although not completely, is resistant to sawflies, is also attracting attention. Rescue, however, has not the same high quality as Marquis,

so at this moment only Rescue is eligible for No. 3 grade. Again, however, plant breeders are working on new strains of Rescue which it is hoped will be of the same quality as Marquis.

There are today three new varieties that farmers and others interested in agriculture should watch most keenly, i.e. Redman, Saunders and Rescue. In addition the University of Saskatchewan announces that their plant breeders are busy working on a new and superior strain of Apex which we are told also shows considerable promise.

Farmers who are growing these new varieties would be performing a useful service if they write to the Rust Research Laboratory at Winnipeg or to any of our Universities, relating their experiences with the new varieties and giving their opinion of them.

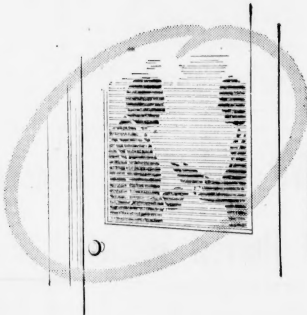
Know Anything About Ecology

An ecologist is a man whose business it is to study the relations between organisms and their environment, writes Elmer Roper in a recent column in the People's Weekly. If that sounds a bit dull, he goes on to say, don't let it stop you. An ecologist named William Vogt, who is chief of the Conservation Section of the Pan-American Union, has written a book called, "Road to Survival." In it he applies the principles of ecological study to the human race and its environment, the globe on which we live. The conclusion is not a cheering one. Two things have been going on too fast—the increase in the world's population and the depletion of the world's resources. The destruction of soil and forests has been accompanied by the rapid increase in the number of the world's people. War has caused a lot of suffering. But the fact that there are more hungry people in the world today than ever before has little to do with war between peoples. It has more to do with man's war on his own means of life, on the soil and the water that is needed to make things grow. The two curves, of population curving upwards and the means of survival curving downwards, have long since crossed, Mr. Vogt shows, and they are drawing rapidly apart. The result is increasing misery on most of the earth.

The book is a cry to intelligent people to start doing something about it, and quick. Conservation is still regarded by most people as something of a fad. Parliaments and legislatures vote money for soil conservation and reforestation grudgingly and in small amounts. If a government tries to set out rules by which timber may be conserved and watersheds protected, there is a howl of protest from the exploiters and their editorial lackeys. It is interference with free enterprise. The author has something to say about that: "The freebooting, rugged in-

dividualist, whose vigor, imagination and courage contributed so much of good to the building of our country (along with the bad), we must now recognize, where his activities destroy resources, as the Enemy of the People he has become." Before the advent of the white man the natives of Madagascar used to discourage excessive lumbering by chopping off the offender's head on the stump of one of the trees he had cut down. Not so drastic, but just as effective control of resources is needed in this country.

If man wishes to survive he has no choice, Mr. Vogt believes. He must quit multiplying so fast, or restore his resources, or both. Man's source of life is plants. Nothing can take their place. And to grow plants there must be soil and water. Both must be conserved. Forests must be restored. Soil must be restored. The careless destruction of the means of life must be stopped. If these things are not done the state of humanity must go from bad to worse, hunger must increase, starvation must spread. Even in North America the margin is narrow. Population is rapidly overcoming production of foodstuffs. It won't be long until there is scarcity on this continent. These are the conclusions of an exciting book. It is an alarming warning. That is exactly what its author intends it to be. He says: "So that the people shall not delude themselves, find further frustration through quick nostrums, fight their way into blind alleys, it is imperative that this world-wide dilemma be made known to all mankind. The human race is caught in a situation as concrete as a pair of shoes two sizes too small. We must understand that, and stop blaming economic systems, the weather, bad luck, or callous saints. This is the beginning of wisdom and the first step on the long road back."



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Local News Items

Mr. and Mrs. J. W. Van Male and family were visitors at the home of Mr. and Mrs. Tench.

Mr. and Mrs. A. Buchner and Bill Mr. and Mrs. Clarke and Mrs. Trent were Sunday callers at the home of Mr. and Mrs. Tench.

Most of the oil survey crew arrived back in town over the past weekend, but many of them are being sent out again shortly on location. Present plans are to establish an office in the town for the winter, and to operate to a number of smaller points.

George Lockie and Fred Petzel feel eating is better in Canada than the United States. If your meat tastes like leather, at least you know what it is, here, says George, but down there when they tried to buy some popato chips, they came out with "crispiers" — which turned out to be fried pigskin.

Mrs. A. M. Moore is expected to arrive home this weekend, from a visit to the east, following the passing of her sister. She has been gone almost a month.

Mr. Hamilton, Sr., of High River, will be on duty at Central Electric during the time Ed is on his honeymoon. He is arriving the first of the week.

A few members of Strathmore's Troop of the LAA in the Reserve Army commenced fall training at the first meeting of the unit on Tuesday of this week. Part of the unit's work this week was in connection with the Army week display.

Mr. and Mrs. Lester Jones and baby Arlene are leaving this weekend for a short visit at Banff.

C. A. MacLean, editor of The Standard, left on Thursday for Niagara, where the convention of the Canadian Weekly Newspapers Association will take place early in the week.

Miss Shirley Wallace of Calgary and Mr. Henry Towers of Canmore, were in town on Monday, visiting their cousins, the Henderson family.

Mr. and Mrs. Buddy David on and baby arrived early this week to spend their holidays at the home of Mr. and Mrs. Ted Slater. Mrs. Slater is Bud's aunt.

Mr. Ed. Fulton, of Brockville Ontario, left on Wednesday for the west, after spending a few days visiting with Mr. and Mrs. H. Boissevain and family. Mr. Fulton came to know the family through receiving a parcel from Mrs. Boissevain, while he was in the Imperial Army, and made a point of dropping in to say thanks when he came to Strathmore.

Mr. Jim Swanson received a check-up at the Clinic in Calgary on Monday, and was sent home again, with encouraging reports. He was given a diet to follow, and certain other regulations, but is considered well on the way to improvement.

Mr. Bill Weyers has been confined to home for several days past, and is running a high temperature.

Prior to her leaving for Edmonton, Mrs. Alice Polley and Beverly were dinner guests of Miss Irene Langdale and Miss Barbara Davidson, on Tuesday evening. Miss Jean Garrett accompanied them.

Mr. and Mrs. Bill Brown and family of Calgary, are visiting for their holidays at the Tabor home. Mrs. Brown was formerly Ceredwyn Tudor.

Miss Beverly Henderson returned home on Tuesday evening, following a short time employed helping with harvest crews.

Mr. Ed Hamilton left on Monday for Wetaskewin, where he was married on Wednesday to Miss Lena Easton. Following a honeymoon of a couple of weeks spent at Banff and Vancouver, they will return to Strathmore, where they will live in the quarters behind Central Electric.

S. B. Crowther spent Sunday in Calgary, receiving a check-up by the doctors at the clinic on the progress of his recent operation.

Mr. Louis LaPlante left over the weekend for Banff, where he spent the first three days of the week attending the Chrysler Motors Convention.

Mr. Robert Thurston has been employed at the Strathmore Hardware starting two or three weeks ago, when Dick Tudor left to help harvest.

Visiting Miss Gladys Hutchings for this week, is Miss Ruby Tinkles, nursing specialist in infant care, from the Department of National Health and Welfare, Ottawa. Miss Tinkles is observing procedure in the local health unit while she is here.

Miss Gladys Hutchings returned last weekend from Banff, where she was attending the Annual Convention of Alberta Public Health Nurses. Miss Hutchings was re-elected chairman of Alberta Public Health Nurses at the sessions.

Helen Blouquist, of Sioux Lookout, Ontario, has been employed at the King Edward Grill, and will commence duties there on Friday.

Miss Jean Garrett attended a meeting of the Calgary District Wolf Cub leaders group on Wednesday evening, at which they organized their fall program.

Mrs. Alice Polley and Beverly left on Wednesday morning for Edmonton. Mrs. Polley will attend the University there, and Beverly will commence school.

Miss Jean McMurray plans to leave for Edmonton over the week-

POWER OFF WEDNESDAY? CHANGING FUSES.

A break in the power service in Strathmore for about twenty minutes on Wednesday was caused by the switching off of power at the transformer, in order to install new fuses. Most power users were warned beforehand that the break would take place, so as not to too seriously interfere with work. Most of the town was not interfered with, only one block being thrown out at the time.

Strathmore is one of the few centres on this line, it was learned by The Standard, where there is more than one transformer. This means that any one section may be shut down without interfering with the whole town. Newer and better fuses were installed during the shut-down.

GRAVEL STREETS IN SMORE

A large quantity of gravel has been dumped on Strathmore's roads during the last week, finishing the stretch on Second Avenue, from the railway crossing north of town, south to the highway. Second Avenue is now in very good shape, and most of the holes and rough spots have been smoothed over. Drainage in the spring should also prove much more satisfactory than was the case last spring, when heavy pools of standing water worked hardship on the foundation that had been built up.

You have it—someone wants it why not get together with a Want Ad?

Air Force Plans Local Recruiting Drive

Automatics Not Legal

Confusion in the public mind as result of a recent release from Ottawa has prompted the Hon. K. E. Tanner, Minister of Lands and Mines, to remind hunters that the automatic shotgun still is an illegal weapon in Alberta for shooting migratory game birds.

end, to register at the University. She will be accompanied by her sister, Betty.

A dozen friends of Yvonne Giroux gathered at her home last Thursday evening to celebrate with her her twelfth birthday. A series of games produced considerable fun, which was heightened during the serving of an abundance of refreshments.

Mrs. Della Marshall returned a week ago from a trip to Edmonton, over the week-end.

Mrs. Phyllis Milbak of Standard, dropped in on her father, Mr. J. Fonger, on Tuesday for a short visit. She was accompanied by her small family, and a couple of friends.

Mr. Bob Gray and Frances entertained a couple of friends at a duck dinner on Sunday evening.

In conjunction with the renewed recruiting drive which is being carried out by the Royal Canadian Air Force an officer will be in Strathmore on the 18th and 19th of October for the purpose of interviewing prospective recruits.

Every effort is being made by the R.C.A.F. to make life in the peace-time forces as attractive as possible to young men. At the present time a large number of married quarters are under construction and individual quarters are planned for single men. It is also proposed to introduce a new, improved uniform in the near future. Other benefits enjoyed by R.C.A.F. personnel are steady employment, 30 days annual holidays with pay, free medical and dental care, free clothing, and a generous pension after approximately 20 years of service. Educational facilities are provided through which airmen are able to further their education and eventually qualify for a commission.

Any young men in the community, including ex-service personnel, who are interested in a career in the R.C.A.F., are cordially invited to contact the Selection Officer for further information while he is in Strathmore. Interviews will be held at the Memorial Hall.

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2 For,	
TOMATO JUICE 20 Oz.	29
2 For,	
ROGERS SYRUP	69
5 Lb. Pail,	
SARDINES	47
5 For,	
HONEY	30
1 Lb. Carton,	
KRAFT DINNER	35
2 For,	
MEAT BALLS	30
AND GRAVY	
CREAM CORN	39
2 For,	
HEINZ KETCHUP	29
Each,	
MIXED SALMON	25
2 For,	
NEILSON'S COCOA	39
Large Size,	
SODA CRACKERS	49
Large Pkg.	
AYLMER PORK & BEANS	29
2 For,	
AYLMER CANNED	18
PRUNE PLUMS, 20 Oz.	
AYLMER CANNED	29
PEACHES, 20 Oz.	
SQUIRREL PEANUT	61
BUTTER, 24 Oz.	
PRUNE PLUMS	2.49
Per Case,	
WEALTHY APPLES	2.49
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